**EFFECT OF DYNAMIC MESSAGE SIGNS ON TRAFFIC**

**Data required**: Around 6-8 TMCs for 6 months

Dynamic Message Signs (DMS) are one of the tools used by Transportation Management Centers (TMC) to inform motorists of any incidents that occurs on the highways. However it is found that the introduction of such messages sometimes tend to decrease the speed of a road stretch as the drivers tend to slow down to read the signs. The present study is aimed to find the effect of such DMS on two different road freeways in Iowa.

Over the years Iowa DOT has been installing numerous DMS over the Interstate and the US Highways. The study locations will be on the I-80 corridor (between Exit 117 and Exit 121) and one on US -318 and I-318 where the DMS were introduced in April 2014. The study will compare the performance of the TMC segments and try to find out if there is any reduction or enhancement of the same.